

1    WHAT IS CLAIMED IS:

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3    1.    An end cap apparatus comprising:

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5        an elongate base member comprising:

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7        a support member, and

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9        at least one bracket attached to the support member to allow  
10                the elongate base member to be attached to a structure;

11                and

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13        a price label containment member secured to the support member  
14                of the elongate base member for displaying a price label.

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16    2.    The end cap apparatus according to claim 1 wherein the  
17        elongate base member has a length and wherein the price label  
18        containment member extends for substantially the entire length of  
19        the elongate base member.

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21    3.    The end cap apparatus according to claim 1 wherein the  
22        support member comprises a front side.

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24    4.    The end cap apparatus according to claim 3 wherein the front  
25        side of the support member is substantially planar.

1  
2 5. The end cap apparatus according to claim 3 wherein the price  
3 label containment member is attached to front side of the support  
4 member.

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6 6. The end cap apparatus according to claim 1 wherein the price  
7 label containment member comprises a rear wall, and opposing  
8 longitudinally extending flanged end portions that define a  
9 channel for receiving a price label.

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11 7. The end cap apparatus according to claim 6 wherein the  
12 opposing longitudinally extending flanged end portions are  
13 generally perpendicular to the rear wall.

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15 8. The end cap apparatus according to claim 6 wherein each  
16 longitudinally extending flanged end portion defines an inwardly  
17 extending lip, the lips preventing a price label from being  
18 dislodged from the channel.

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20 9. The end cap apparatus according to claim 8 further  
21 comprising a flexible, resilient price card holder secured to  
22 price label containment member, the price card holder having a  
23 front side for displaying a price label, a rear side, and a pair  
24 of projecting members extending from the rear portion, each  
25 projecting member engaging a corresponding lengthwise flanged end

1 portion and lip of the channel to prevent the price card holder  
2 from being dislodged from the price label containment member.

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5 10. The end cap apparatus according to claim 6 wherein the  
6 support member of the elongate base member has a front side, the  
7 price label containment member being secured to the front side so  
8 that the rear wall of the price label containment member contacts  
9 the front side of the support member.

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11 11. The end cap apparatus according to claim 2 wherein the  
12 elongate base member has a pair of ends, and the price label  
13 containment member has a pair of ends, each end of the price  
14 label containment member corresponding to one of the ends of the  
15 elongate base member, the end cap apparatus further comprising a  
16 pair of guards, each guard being attached to one of the ends of  
17 the elongate base member.

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19 12. The end cap apparatus according to claim 11 wherein each  
20 guard is adjacent to a corresponding end of the price label  
21 containment member.

22 13. The end cap apparatus according to claim 3 wherein the price  
23 label containment member is removably attached to the front side  
24 of the support member.

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1 14. The end cap apparatus according to claim 3 wherein the price  
2 label containment member is adhered to the front side of the  
3 support member.

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5 15. The end cap apparatus according to claim 1 wherein elongate  
6 base member is fabricated from a material that allows the  
7 elongate base member to be flexible and resilient.

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9 16. The end cap apparatus according to claim 1 wherein the at  
10 least one bracket comprises a pair of brackets.

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12 17. The end cap apparatus according to claim 16 wherein each  
13 bracket comprises a first portion angulated with respect to the  
14 support member, and a second portion attached to and angulated  
15 with respect to the first portion.

16

17 18. The end cap apparatus according to claim 1 wherein the price  
18 label containment member further comprises a front portion that  
19 defines a channel for receiving a price label and a resilient,  
20 rear portion that has an end portion thereof attached to the  
21 front portion so as to provide a slot between the front portion  
22 and the resilient rear portion, the support member of the  
23 elongate base member being disposed within the slot and  
24 frictionally engaged with the front portion and resilient rear  
25 portion.

1  
2 19. The end cap apparatus according to claim 1 wherein the price  
3 label containment member further comprises a resilient  
4 transparent, front panel and a resilient rear panel joined  
5 together so as to provide a slot therebetween having a closed end  
6 and an opened end, the support member of the elongate base member  
7 being disposed within the slot and frictionally engaged with the  
8 front and rear panels.

9  
10 20. The end cap apparatus according to claim 19 further  
11 comprising at least one price label disposed between the support  
12 member and the transparent, front panel.

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